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**Collection:** Blackwell, Morton: Files  
**Folder Title:** POTUS – National Rifle Association  
Presentation of Commemorative Firearm  
**Box:** 18

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THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

October 1, 1983

TO: FREDERICK J. RYAN, JR., DIRECTOR  
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH RYAN WHITTLESEY *FRW*

REQUEST: National Rifle Association (NRA) presentation  
of commemorative firearm to the President.

PURPOSE: Presentation in honor of the President's  
May 6, 1983 visit and address to the NRA Annual  
Meeting and to highlight the NRA's nationwide  
voter registration effort.

BACKGROUND: The key words in the President's May 6, 1983  
speech to the NRA "never disarm" have been  
adopted as the slogan for the NRA voter  
registration drive. These words will be  
inscribed on the commemorative firearm. The  
NRA current membership totals 2.7 million.  
Two publications "American Rifleman" and  
"American Hunter" reach a total of 2.7 million  
households monthly.

A photograph of the commemorative firearm with  
the inscription "President Ronald Reagan Never  
Disarm" will be the front cover of both  
publications.

Preparation of the commemorative firearm takes  
three months, and work will not commence until  
the presentation is scheduled.

DATE: Mid-January 1984

DURATION: 10 minutes

LOCATION: Oval Office

PARTICIPANTS: Representatives of NRA

OUTLINE OF EVENT: President greets representatives, accepts  
commemorative, expresses appreciation.

REMARKS REQUIRED: Talking points

MEDIA COVERAGE: White House Photo Pool

RECOMMENDED BY: Faith Ryan Whittlesey

PROJECT OFFICER: Morton Blackwell



NATIONAL RIFLE ASSOCIATION OF AMERICA  
INSTITUTE FOR LEGISLATIVE ACTION  
1600 RHODE ISLAND AVENUE, N.W.  
WASHINGTON, D. C. 20036

September 14, 1983

The President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mr. President:

The National Rifle Association of America, by special arrangement with Colt Industries and Bianchi Leathersworks would like to present you with a commemorative firearm to honor your recent visit and address before the NRA Annual Meetings in Phoenix, Arizona. The NRA committee working on this project has unanimously decided that this is the most appropriate way to express our deep thanks and warm feelings for your continued support on Constitutional matters that are very close to us.

The designated commemorative firearm is a master hand engraved and embellished Colt Gold Cup Mark IV competition firearm, finished in royal blue steel with gold accents, with a walnut checkered stock in a special presentation case. The set will include a unique custom crafted tan leather holster and belt designed and executed by Mr. John Bianchi, the Nation's foremost designer of custom gunleather. Detailed drawings are scheduled for completion within two weeks, with a delivery to take place within a month.

The commemorative firearm shall be presented to you at the location of your choice.

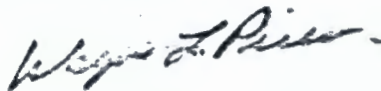
This presentation is of special significance given the fact that it will mark the kickoff of the NRA's nationwide voter registration effort. While approximately 90 to 95 percent of NRA's members are registered, all surveys show that there are hundreds and thousands of gun owners around the country who have not yet registered to vote. These potential voters could decide numerous key Senate races next fall. Key targeted states for the NRA sportsmen registration effort include Michigan, New York, Illinois, Florida, Texas, North Carolina, Minnesota, New Mexico, Ohio, New Hampshire and numerous other states. The focal point of the NRA voter registration campaign will be the slogan "never disarm" which directly relates to the presentation of the presidential commemorative firearm. In your speech at the NRA convention in Phoenix, Arizona, the key words were "never disarm." These words will be displayed prominently on the side of the presidential commemorative firearm. A photograph of the firearm will be on the cover of the American Rifleman and the American Hunter reaching into approximately 2.7 million American households.



After the presentation, NRA will announce its nationwide voter registration effort among sportsmen keyed on the slogan "never disarm, register to vote, your gun rights depend on it." The campaign will be orchestrated through hundreds of thousands of firearms dealers during hunting season and throughout the following months. We will target approximately 20 key states using mailings, brochures, cardboard stands, sportsmens clubs and radio spots. NRA will utilize the total resources of the organization in this campaign including the field staff around the country. In those states with postcard registration such as Texas, the potential is extremely high for registering 100,000 additional sportsmen.

In the same way the presidential commemorative presentation will serve to initiate the voter registration program, the voter registration program will serve to launch the NRA's 1984 PAC effort which we anticipate being the most massive in the history of the organization. There is not another organization with as much immediate potential to register pro-administration voters as that of the NRA and American gun owners. The key to launching the entire program is the presentation of the Colt Commemorative to you as soon as possible. We would be honored by your Administration's acceptance of this proposal.

Sincerely,



Wayne LaPierre  
Director  
Governmental Affairs Division

THE WHITE HOUSE

WASHINGTON

November 1, 1983

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR., DIRECTOR  
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH RYAN WHITTLESEY

REQUEST: National Rifle Association (NRA) presentation of commemorative plaque to the President.

PURPOSE: Presentation in honor of the President's May 6, 1983 visit and address to the NRA Annual Meeting and to highlight the NRA's nationwide voter registration effort.

BACKGROUND: The key words in the President's May 6, 1983 speech to the NRA "never disarm" have been adopted as the slogan for the NRA voter registration drive. These words will be inscribed on the commemorative plaque. The NRA current membership totals 2.7 million. Two publications, "American Rifleman" and "American Hunter," reach those 2.7 million households monthly.

A photograph of the commemorative plaque with the inscription "President Ronald Reagan Never Disarm" will be on the front cover of both publications.

DATE: Mid-January 1984

DURATION: 10 Minutes

LOCATION: Oval Office

PARTICIPANTS: Representatives of the NRA

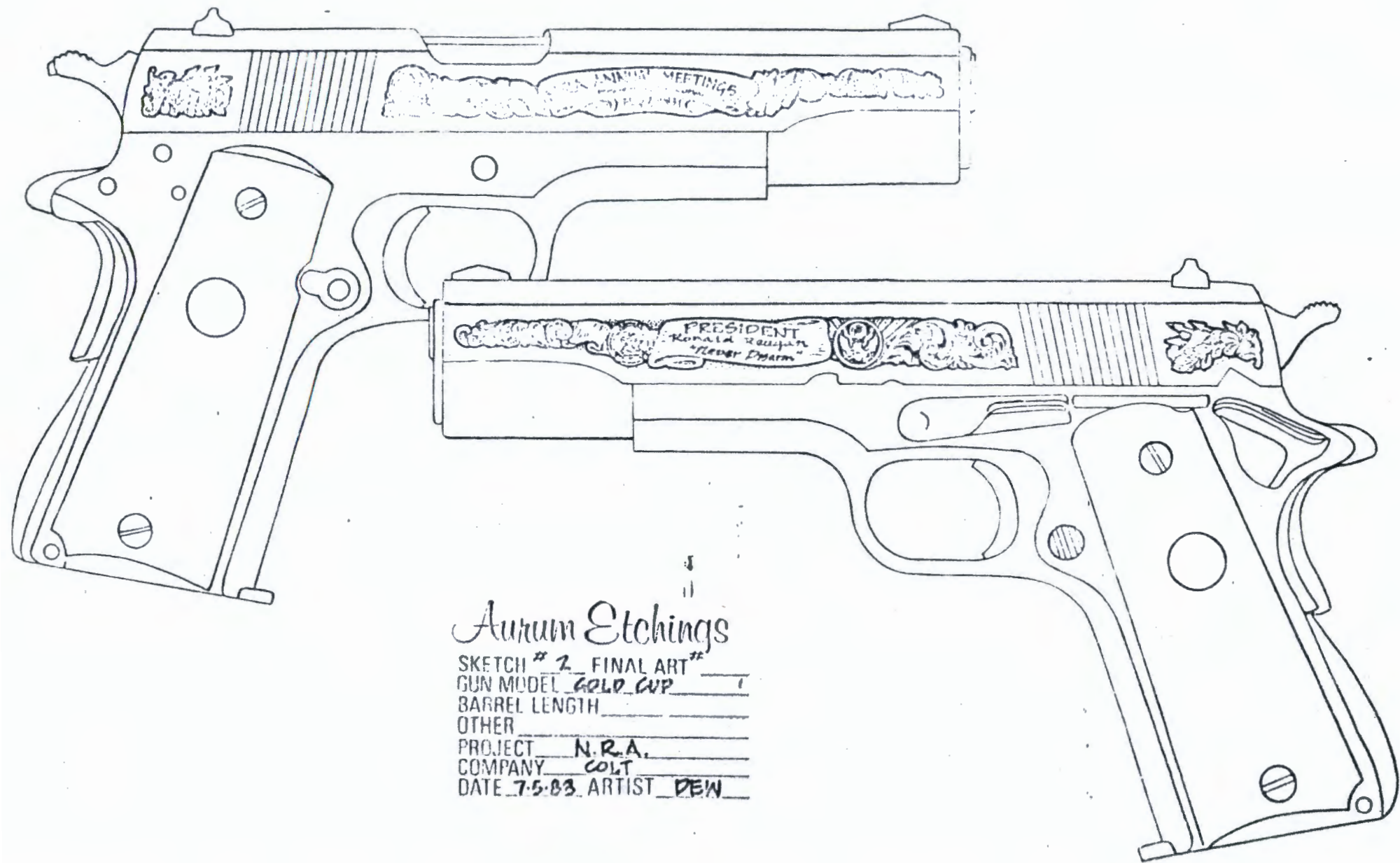
OUTLINE OF EVENT: President greets representatives, accepts commemorative, expresses appreciation.

REMARKS REQUIRED: Talking Points

MEDIA COVERAGE: White House Photo Pool

RECOMMENDED BY: Faith Ryan Whittlesey

PROJECT OFFICER: Morton C. Blackwell



*Aurum Etchings*

SKETCH # 2 FINAL ART #  
GUN MODEL GOLD CUP  
BARREL LENGTH \_\_\_\_\_  
OTHER \_\_\_\_\_  
PROJECT N.R.A.  
COMPANY COLT  
DATE 7-5-83 ARTIST DEW

*Colt Gold Cup*

THE WHITE HOUSE

WASHINGTON

November 3, 1983

MEMORANDUM TO: FAITH RYAN WHITTLESEY  
THROUGH: JACK COURTEMANCHE  
FROM: MORTON BLACKWELL  
SUBJECT: UPDATED SCHEDULE PROPOSAL

Attached please find the updated schedule proposal for the presentation of a commemorative plaque to the President by the National Rifle Association.

The commemorative plaque replaces the commemorative firearm that the NRA had originally proposed.



THE WHITE HOUSE

WASHINGTON

October 25, 1983

MEMORANDUM TO: FAITH WHITTLESEY  
THROUGH: Jack Courtemanche  
FROM: Morton C. Blackwell *MB*  
SUBJECT: The National Rifle Association

Per the request of Jack Courtemanche, I spoke to Wayne La Pierre of the National Rifle Association about the rejected request for NRA to present a rifle to the President.

I suggested we should try again with a proposal to present a plaque to the President. He said they would consider it and get back to me. He left me with the impression that they hoped Senator Laxalt could intervene with the President in behalf of the original proposal.

MCB:jet

10-25-83

*Moaton-*

*Give us a proposal on the plaque. -*

*PK*